

Trade Invest Monthly

Hawaii's International Business Network

State of Hawaii

Department of Business, Economic Development & Tourism

To receive the Trade Invest Monthly by e-mail, please send your request to: tradeinvest@dbedt.hawaii.gov

International Notices

Hawaii Pavilion at Philippines Construction Trade Show

DBEDT is working with the Hawaii Steel Alliance to participate in the Ninth Philippines International Construction Machinery and Building Materials Exhibition (PHILCONSTRUCT '99).

Hawaii building, construction, engineering, and architectural firms are invited to be among the 400 companies from 20 nations displaying over 5,000 products and services to 30,000 potential buyers.

Historically, the Philippines has favored American products and technology. Potential for Hawaii construction industry development in the Philippines includes:

- ◆ Building and construction plant and equipment
- ◆ Architectural and interior decorating products
- ◆ Professional services for building and construction projects
- ◆ Environmental services (especially effluent treatment, waste disposal and energy recovery)
- ◆ Low cost housing development

The PHILCONSTRUCT '99 details are as follows:

DATE: November 18-21, 1999

PLACE: World Trade Center, Metro Manila

Participation in PHILCONSTRUCT '99 will also be a part of the Filipino Chamber of Commerce of Hawaii's annual trade mission to the Philippines, November 11-21, 1999. For more information on this mission, contact the Filipino Chamber at Tel: (808) 843-0322 or Filipino Chamber President Bennette Evangelista at Tel: (808) 544-0686.

Local Area Notices

1999 Governor's Exporter of the Year Awarded

Governor Ben Cayetano awarded Pomare, Ltd. as the 1999 Governor's Exporter of the Year.

Pomare, known in Hawaii as Hilo Hattie, has grown consistently by marketing Hawaii apparel around the world with the latest in marketing technologies, Internet, and partnering with key companies to establish retail and catalog sales. The firm ships Ha-

waii products to more than 60 countries and has retail outlets in Hawaii and California, including a major outlet near Disneyland. Pomare plans to extend its market reach into Nevada, Florida, Tennessee, Arizona and Guam over the next few years.

This annual program was designed to recognize the importance and contribution of exporting firms and activities to Hawaii's economy. Hawaii companies that have excelled in selling their products and/or services to markets outside the state will be acknowledged as role models in their respective industries.

The following awards were also given:

- Exporter of Fresh Commodities: Hawaiian Phoenix, Inc.
Sponsor: Bank of Hawaii
- Exporter of Manufactured Products: Pomare, Ltd.
Sponsor: Bank of Hawaii
- Exporter of Professional Services: Belt Collins
Sponsor: Pricewaterhouse Coopers, L.L.P.
- Exporter of High Technology: Pacific Stock, Inc.
Sponsor: First Hawaiian Bank
- New Exporter: ISP Power Corporation
Sponsor: City Bank
- Outstanding Contributor To Exporting: Honolulu Japanese Chamber of Commerce
Sponsor: Bank of Hawaii

For more information regarding this award program, please contact DBEDT Business Development & Marketing Div. at Tel: 587-2584 or Email to tradeinvest@dbedt.hawaii.gov

HONG KONG BUSINESS OPPORTUNITIES

DBEDT and the Hong Kong Business Association of Hawaii will sponsor a presentation featuring Joel Fischl, Commercial Consul at the American Consulate General Hong Kong. Mr. Fischl will present an *Overview of the Business Climate in Hong Kong as a Gateway to Asia*. Those interested in accessing China and other Asian markets are encouraged to attend.

Johnson Choi, President of the Hong Kong Business Association of Hawaii, will also describe his organization's resources to promote business with Hong Kong.

DATE: Friday, October 1, 1999

TIME: 8:30 - 10:00 a.m.

PLACE: State Office Towers
235 South Beretania Street, Room 203,
Honolulu

PARKING: Downtown municipal parking

For more information please contact Mr. Richard Bahar, DBEDT Business Development & Marketing Division at Tel: 587-2766 or by Email at rb@dbedt.hawaii.gov

Medical Industry – Pilot Program to Enter German Market

The U.S. Department of Commerce's Trade Promotion Coordinating Committee and the National Governors' Association (NGA) has undertaken a new initiative to facilitate a European market entry for 30 small- and medium-sized U.S. medical firms.

To assist in the effort, the U.S. and Foreign Commercial Service developed the Corporate Executive Office (CEO) program. The project focuses on American companies that would like to take advantage of German trade fairs, but are unable to do so due to budget limitations or a lack of available space.

The CEO program provides participants the following:

- Base of operation on the exhibition floor
- Pre-show promotion
- On-site scheduling assistance
- Complimentary entrance ticket
- Show catalog
- Secretary and office services
- Individual assistant

An individual assistant, assigned exclusively to a particular company for the duration of the service, helps identify business contacts, arranges meeting with business partners, interprets, translates, and helps the participating company with any other reasonable requests.

The show details:

NAME: Medica
 LOCATION: Dusseldorf
 DATES: November 17-20, 1999
 ATTENDANCE: 113,000 (95% are industry visitors)
 COST: US\$2,900
 DEADLINE: October 8, 1999 for applications

As a potential participant in this pilot project a company must be nominated by DBEDT for further consideration. Interested Hawaii companies should contact Dennis Ling, DBEDT / Business Development & Marketing Division at Tel: (808) 587-2750 or Email tradeinvest@dbedt.hawaii.gov

Worldwide Market Reports

Due to the large number of requests for reports, we have made the request process easier to better serve you. Complete the request form at the end of the newsletter and Fax it to 587-3388, or send an Email message to: tradeinvest@dbedt.hawaii.gov

China - Shanghai's Retail Sector

The U.S. & Foreign Commercial Service reports that Shanghai's retail sector is currently going through a period of transition.

Between 1978 and 1996, economic reforms and rapid growth led to dramatic increases in per capita income for urban residents. As a result, the annual growth rate of retail sales at the peak of the expansion period exceeded 30%.

However, since 1996, overall retail growth rates have slowed to 19.7% in 1996, and 11.1% in 1997, indicating the end of China's golden age of retail development.

The saturated market, weakened consumer confidence, and declining profit margins have become dominant concerns for retailers in China

In spite of these, the retail market in Shanghai continues to steadily grow. Sales of consumer goods in Shanghai are estimated to grow by 10% this year.

Recent analyses by Shanghai's Commerce Commission officials and other experts have identified the following areas for growth in 1999:

Food products – Shanghainese consistently spend a higher percentage of their income on food than residents of China's other largest cities. Product categories that have registered the highest growth rates include: cooking vegetable oil; meat and poultry products; seafood; and beverages (including alcoholic beverages). Another potential area of growth for Hawaii companies is the coffee market. Nationwide coffee consumption is expected to double in the five-year period 1995-2000.

Health-care products – As Shanghai residents become more health-conscious, experts expect growth in vitamins, nutritional aids, body-care products, and home exercise equipment. According to a two-year Leo Burnett study concluded in 1997, 83% of all Chinese consumers regard good health as their most important concern.

In addition to the above, the report includes the following:

- Market highlights
- Best retail prospects – Department stores, chain stores, supermarkets, convenience stores, hypermarkets, new retail formats
- Competitive situation
- End-user analysis
- Market access

For a copy of the report, complete the report request form and Fax to (808) 587-3388 or Email to tradeinvest@dbedt.hawaii.gov

German Tourism to the U.S.

According to the latest U.S. & Foreign Commercial Service report, Germany is the world's largest outbound market for tourism calculated on the number of travelers in relation to the total population.

In 1998, 48.5 million Germans made at least one holiday (both domestic and foreign) trip lasting five days or more—an increase of 2.1% compared to 1997. German travelers spent a total of US\$46.9 million.

At the same time, Germans generated 7.4% of total overseas travel receipts in the U.S., making Germany the third most overseas market for the U.S.

The U.S. Department of Commerce Office of Tourism Industries estimates that almost 2 million Germans will travel to the U.S. in 1999.

However, high unemployment, lower consumer confidence and the maturity of the travel market indicate that growth in the tourism market will be modest.

The following activities/areas have the best potential according to the Office of Tourism Industries: mountainous areas; historical or archeological sites; unique exotic population groups; chances to see wildlife; local crafts; and festivals.

The report covers the following topics:

- Market profile – inbound and outbound
- Visitor profile
- Top states visited
- Domestic tourism
- Tourism to other countries
- Tourism to the U.S.
- Visitor profile and traveler characteristics
- Market access

For a copy of the report, complete the report request form and Fax to (808) 587-3388 or Email to tradeinvest@dbedt.hawaii.gov

Hong Kong and Australia – Food and Agricultural Import Regulations and Standards

Hawaii food and agricultural exports are contemplating the Hong Kong and Australian markets may be interested in the U.S. Department of Agriculture's recently published Food and Agricultural Import Regulations and Standards for Australia and Hong Kong.

The reports cover the following areas in each respective market (special sections covered by only one market are marked):

- Foods Laws
- Labeling requirements
- Packaging and container requirements (Australia)
- Food additive regulations
- Pesticide and other contaminants

- Other regulations and requirements
- Other specific standards
- Copyright/Trademark laws
- Import laws
- List of major regulatory agencies
- Other important specialist contacts

For a copy of the report, complete the report request form and Fax to (808) 587-3388 or Email to tradeinvest@dbedt.hawaii.gov

Philippines – List of Telecommunications and Transportation Projects

The U.S. & Foreign Commercial Service reported on September 13, 1999, that as of June 1999, the Government of the Philippines launched a total of 125 flagship projects (8 completed, 53 ongoing, 24 in the pre-construction stage, and 40 in the preparation stage) in the telecommunication and transportation areas.

For more information on the projects, contact the Presidential Committee on Flagship Programs & Projects at the following addresses:

Attn: Hon. Roberto N. Aventajado, Secretary
New Executive Bldg., Malacanang Palace, Manila
Tel: (632) 735-6020 Fax: (632) 735-6173

Attn: Hon. Manuel Gaite, Undersecretary
4/F Room 485, Mabini Hall
Gate 7, Malacanang Palace, Manila
Tel: (632) 736-1008, 735-6201 to 10 Fax: (632) 726-1428

If you are interested in the listing of project profiles, complete the report request form and Fax to (808) 587-3388 or Email to tradeinvest@dbedt.hawaii.gov

Asia Economic Overview / September 1999

Reports on the changing commercial situation in the East Asia Pacific region are submitted by the U.S. & Foreign Commercial Service Senior Commercial Service officers in the following countries: Australia; Hong Kong; Indonesia; Korea; Malaysia; Singapore; Taiwan; Thailand; Japan; New Zealand; the Philippines; and Vietnam.

For a copy of a report, complete the request form and Fax it to (808) 587-3388. Subscriptions to this service are available through Stat-USA at the website: www.stat-usa.gov

Hong Kong's Cosmetics and Toiletries Industry

The Hong Kong Trade Development Council (HKTDC) recently provided an update on Hong Kong's Cosmetics and Toiletries Industry.

In summary, there are only a handful of cosmetics and toiletries manufacturers in Hong Kong, and the number of manufacturers is decreasing.

Due to the dominating presence of international brands such as Lancome, Guerlain, Max Factor, Estee Lauder and others in the upper-end Hong Kong market, the local cosmetic producers are forced to focus on the middle- to low-price market segments.

Most of the companies in the industry are traders who act as agents of foreign manufacturers to sell in the Hong Kong and China markets.

The report provides an overview of the following:

- ❖ Industry features
- ❖ Exports performance – by markets, by categories
- ❖ Sales channels
- ❖ Industry trends
- ❖ Trade measures affecting cosmetics and toiletries exports
- ❖ Import tariff rates of selected Hong Kong's major export markets
- ❖ Product trends
- ❖ Prospects of key markets

For a copy of the report, complete the report request form and Fax it to (808) 587-3388 or
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Singapore – Growing Candle Market

According to Singapore retailers, the U.S. and Foreign Commercial Service reports that sales of candles in the Singapore market increased by 50% over the past two years.

Due to increased demand, new candle shops are opening. Department stores, clothing boutiques, and home accessories are also expanding candle lines to meet demand.

Candles are imported mainly from the U.S., Europe, Australia, and Asia.

The majority of customers are women, ages 20-30, who buy candles for decorative purposes, home fragrances, and home aromatherapy. Currently scented candles are the best sellers, and the industry expects this buying trend to continue.

For a copy of the report, complete the report request form and Fax it to (808) 587-3388 or
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Offers

The below-listed trade opportunity comes directly from the company or trade organization, and DBEDT does not endorse any of these companies or organizations. Please do your own background check before entering into any business negotiation.

Offer to Sell

Taiwan company is looking for potential importers for its pneumatic tools. The company carries in addition, over 100 kinds of tools, including screwdrivers, air impact wrenches, air sanders, air drills, air die grinders, and air hammers. Contact Linda Chang at New Nova Industrial Co., Ltd., Tel: 886-4-3768589; Fax: 886-4-3768558; e-mail: newnova@ms7.hinet.net

Worldwide Business Trade Shows, Conferences, and Trade Missions

1999

October 31-November 2

Grocery Showcase Canada, Toronto, Canada. Presented by The Canadian Federation of Independent Grocers (CFIG). CFIG's retail members represent 30% or \$17 billion of Canada's \$56 billion in retail food sales. An additional 175 suppliers to the retail grocery trade participate as associate members. Contact CFIG at Tel: (416) 492-2325; Fax: (416) 492-2347; e-mail: info@cfg.ca

Report Request Form

Company: _____ Contact person: _____

Address: _____

Telephone number: _____ Facsimile number: _____

Report(s) requested:

- ___ Shanghai 's Retail Sector
- ___ H.K. / Aus. Food and Ag. Import Regs. and Stds.
- ___ Asia Economic Overview/September 1999
- ___ Singapore Candle Market

- ___ German Tourism to the U.S.
- ___ Philippines Telecomm. & Trans. Projects
- ___ HK Cosmetics & Toiletries Industry

Other: _____

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